



HFS Hot Vendor: Beeckerco

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Introduction

The HFS Hot Vendors are an exclusive group of emerging players, each with a differentiated value proposition for the HFS OneOffice or HFS OneEcosystem. HFS analysts speak with numerous exciting startups and emerging players.

We designate a select group as HFS Hot Vendors based on their offerings' distinctiveness, ecosystem robustness, client impact, financial position, and the impact in our OneOffice and/or OneEcosystem Frameworks. The HFS Hot Vendors may not (at the time of writing) have the scale and size to be featured in our Top 10 reports, but they have the vision and strategy to impact and disrupt the market.

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Observing the growing strength of business process management (BPM) and robotic process automation (RPA) over the last decade, BeeckerCo was established in Mexico City in 2014, focusing initially on IBM's Digital Business Automation and adding RPA to the roster after a couple of years. BeeckerCo quickly established itself as a leader of process automation services in LATAM. With a strong relationship with 12 technical universities in Mexico for sourcing and hiring engineers, BeeckerCo engages in dual programs with embedded work placements, which makes the company a great employer of young talent. BeeckerCo is the biggest RPA services niche company in Latin America, and it is planning to be the first publicly traded Mexican IT service provider.

Generating its own leads, BeeckerCo targets the 500 biggest organizations in Mexico, 200 biggest in Colombia, and the 500 biggest in Brazil. The business imperatives that drive RPA are the desire to increase efficiency and free up internal resources to provide more value. BeeckerCo supports companies in the automation of user-operated processes. It specializes in process analysis and development of IBM Digital Process Automation (DPA), comprising Business Process Management (BPM), FileNet, Operational Decision Manager (ODM), and RPA (UiPath and Automation Anywhere) technologies.

"The Beecker Way" is a methodology that comprises best practices and emphasizes the importance of a good work environment with

respect and equity. HFS' conversations with BeeckerCo clients confirmed that BeeckerCo serves them well and they appreciate its focus on quality and results. The customers we spoke with were very satisfied, viewing BeeckerCo as a responsible and knowledgeable provider with good experience. The quality of its professionals was mentioned, and the fact that BeeckerCo has genuine expertise in a few selected tools, versus many consultants that work with many technologies superficially. One insurance customer has been working with BeeckerCo for a year is very satisfied with results obtained across automation projects delivered to date in which BeeckerCo has been instrumental, achieving six figures in savings. A multinational food and beverage company also cited BeeckerCo's specialization and relationship management. Flexible pricing has also been instrumental to success in LATAM, as has been the vendor's rapid development of solutions, and proof of concepts upon starting an engagement. BeeckerCo is clearly confident, but not resting on its laurels – It has a goal to grow into a dominant automation player in LATAM. The second

client interviewed is exploring intelligent automation possibilities moving forward in what they described as “a genuine partnership, not just a consulting agreement”. Another client that we spoke with for this assessment said “Our results are because of our provider; in general the benefits have been huge.”

While BeeckerCo is making great headway, there are some challenges ahead, for

example, broader education of the market in LATAM. Automation is still relatively new and it is important to spread this technology faster, so a stronger marketing effort is needed. BeeckerCo is working on this and our references agreed that BeeckerCo is confidently moving towards being the dominant automation player in LATAM.

HFS' take

BeeckerCo primarily focuses on the banking, insurance, and manufacturing verticals, areas in which we see RPA gaining traction and where many are making concerted efforts to operationalize RPA comprehensively throughout geographies, business units, and across operations. HFS recognizes BeeckerCo as an HFS Hot Vendor because its approach to process automation resonates with HFS' thinking that digital workforces will complement people in

organizations working toward a sustainable future. BeeckerCo believes that automation is “for” people, which comes across in its flexible pricing. BeeckerCo's desire to impact small societies leads it to hire in small cities where it can quickly become the number-one tech employer in town. It supports continuous learning, taking graduates, and keeping them learning so they never stagnate.

Vendor factsheet

- Founded in 2014 and headquartered in the Cuernavaca, Mexico BeeckerCo is led by its founder, Fernando Leibowich Beker (ex Accenture, Wipro)
- BeeckerCo has four offices with over 200 employees and associates. Three software factories, two in Mexico and one in Colombia provide delivery capabilities
- Notable customers include Scotiabank, Zurich Insurance, Chubb Insurance, The Coca-Cola Company, PepsiCo, and Nestlé
- BeeckerCo is a privately owned company
- BeeckerCo is in the process of listing in the EuroNext Access in 2021. Series A funding of US \$2 million was announced on November 5, 2018
- BeeckerCo is certified by the Great Place to Work Institute
- BeeckerCo's delivery processes are certified by the Capability Maturity Model Integration (CMMI) Institute

Solution portfolio

BeeckerCo's services encompass process modeling, process improvement, process redesign, business process management (BPM), robotic process automation (RPA), and testing. Services include:

- Business process analysis, improvement, modeling, redesign, and automation
- Evaluation and validation of requirements
- Identification and prioritization of processes to be automated

- Planning of automation developments
- Project management, change management, and change control

The company has developed knowledge and proprietary assets to support projects such as BeBOP (Beecker Banking Origination Processes) over IBM BPM.

Industry coverage

BeeckerCo serves clients in the banking and financial services, insurance, retail, and consumer goods industries among others.

Partnerships

BeeckerCo has technology partnerships with IBM and Automation Anywhere. It is also a UiPath diamond partner, and its employees have successfully obtained UiPath Service Network (USN) certifications for RPA developer, solution architect, business analyst, and infrastructure roles and have passed USN program acceptance exams.



About HFS

Insight. Inspiration. Impact.

HFS is a unique analyst organization that combines deep visionary expertise with rapid demand side analysis of the Global 2000. Its outlook for the future is admired across the global technology and business operations industries.

Its analysts are respected for their no-nonsense insights based on demand side data and engagements with industry practitioners.

HFS Research introduced the world to terms such as “RPA” (Robotic Process Automation) in 2012 and more recently, the HFS OneOffice™. The HFS mission is to provide visionary insight into the major innovations impacting business operations such as Automation, Artificial Intelligence, Blockchain, Internet of Things, Digital Business Models and Smart Analytics.

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